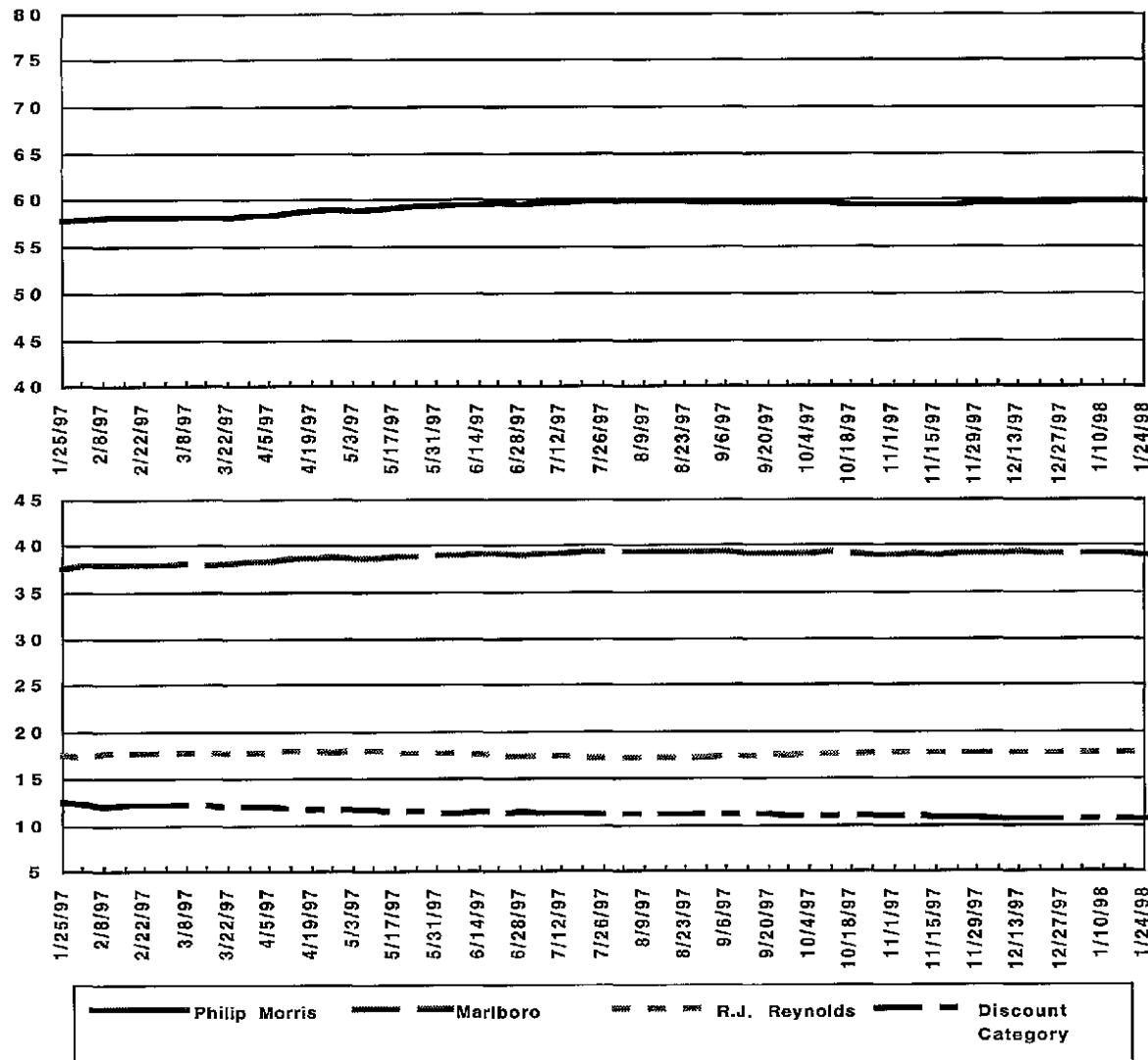


# AMERICAN STORES THROUGH W/E 1/24/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	59.68	59.87	59.35	59.85	0.51
Marlboro	39.08	39.11	38.97	38.71	-0.26
OPB	16.99	17.21	16.78	17.48	0.70
Basic	2.95	2.89	2.87	3.01	0.14
R. J. Reynolds	17.74	17.73	17.61	17.74	0.13
Camel	5.11	5.13	5.15	5.23	0.08
Winston	4.84	4.82	4.55	4.75	0.21
Doral	1.03	1.01	1.14	0.97	-0.17
B&W	14.53	14.35	14.70	14.31	-0.39
GPC	3.87	3.79	3.91	3.74	-0.17
Lorillard	6.37	6.41	6.26	6.45	0.19
Newport	3.94	4.00	3.77	4.05	0.28
Liggett Group	1.62	1.57	1.99	1.56	-0.43
Premium	89.24	89.46	88.71	89.48	0.77
Private Label	0.62	0.62	0.64	0.58	-0.06
Avg Ind CPW	99.15	93.78	106.75	87.21	-19.53
Avg PM CPW	59.17	56.15	63.35	52.20	-11.15
Avg Marl CPW	38.74	36.68	41.60	33.76	-7.84
# of Stores	926	926	926	925	-1

Source: STARS Store Level Data

National Account Package I

2071842619